SEE PAGE TWO

SATURDAY
OCTOBER 13th
1973

VERSUS

PRESTON NORTH END

SUNDERLAND

Official Programme
Price 7p

THE CLUB AT THE HEART OF THE NEW SUPER CITY

our visitors . . .

SUNDERLAND A.F.C.

Back Row (*left to right*) R. Stokoe (Manager), M. McGiven, V. Halom, J. Lathan, T. Swinburne, J. Montgomery, R. Pitt, J. Bolton, K. Coleman, A. Cox (Assistant Manager).

Front Row (*left to right*) M. Horswill, R. Malone, D. Watson, D. Young, R. Kerr, D. Tueart, W. Hughes, I. Porterfield, R. Guthrie.

PEN PICTURES

Jim MONTGOMERY (No. 1). Born Sunderland, October 9th, 1943, went to Roker from School and made first team debut February, 1962. Successfully copied Trautmann. England Under-23 and Football League honours; inspired Sunderland in 1973 F.A. Cup Final.

Dick MALONE (No. 2). Scottish Under-23 capture 1971 from Ayr United. Noted for attacking flair.

Ron GUTHRIE (No. 3). Worth-while signing from Newcastle midway through last season.

Michael HORSWILL (No. 4). Fine replacement for Martin Harvey, made his debut against North End. Born Annfield Plain, Co. Durham.

Dave WATSON (No. 5). Outstanding player who was "Man of the Match" at Wembley, 1973, when ever-present. Strong, courageous and brilliant in the air. Rare bargain from Rotherham United.

Dave YOUNG (No. 6). Another acquisition from Newcastle along with Guthrie, but lost his place through injury.

Bobby KERR (No. 7). Born Alexandria, Scotland, this skilful 25-year-old goal-maker joined Sunderland from school. League debut New Year's Eve, 1965.

Billy HUGHES (No. 8). A Scot, hailing from Coatbridge, found his soccer feet with Sunderland five years ago.

Vic HALOM (No. 9). Signed from Luton; quickly settled into Sunderland's style of play and scored vital goals.

Ian PORTERFIELD (No. 10). Native of Cowdenbeath came from Raith Rovers and played exceptionally well last season.

Dennis TUEART (No. 11). A Newcastle native who preferred Sunderland to St. Jame's Park. Northumberland County schoolboy star. Second top scorer last season.

John LATHAN (substitute). A 22-year-old local find, who scored both Sunderland goals in their 2-2 League Cup Draw at Derby on Monday.

FOCUS (See Front Cover)

A WARRIOR brave and bold, famed for enthusiasm which enlivened North End from his arrival after the brotherly Charlton act of his August transfer from Middlesbrough is our captain "Nobby" Stiles. Feared as a redoubtable foe he is geniality itself off the field. An England World Cup hero (1966) capped 28 times, this tough little wing half is a Mancunian who was outstanding with Manchester United for a decade from his 1960 League debut. A judicious acquisition he has been a leading spirit in the team's revival.

SUNDERLAND

SUNDERLAND, who first played North End in an 1889 "friendly" at Newcastle Road ten seasons before moving to Roker Park and beat the League and Cup double winners by 4-1, pay their 93rd League visit to Deepdale, where they are assured of as warm a welcome as ever.

Unbeaten away from home and strongly in the promotion hunt through the inspiration and confidence gained from their odds-against 1973 F.A. Cup Final win, Sunderland are determined to return to Division One at the fourth attempt. Last season they finished sixth with 46 points.

Their 3-1 win against Sheffield Wednesday last Saturday was their first at home. It was quickly followed by a fine performance in the League Cup at Derby, where two late goals by John Lathan earned a replay. Following are their home and away records for two seasons—

		P.	*W.*	*D.*	*L.*	*F.*	*A.*	*Pts.*
1972-73	HOME	21	12	6	3	35	17	30
	AWAY	21	5	6	10	24	32	16
1973-74	HOME	4	1	2	1	5	4	4
	AWAY	4	2	2	0	7	3	6

* * *

To WIN the F.A. Cup last season Sunderland scored 17 goals to seven in nine games (three replays) and in turn vanquished Notts County, Reading, Manchester City, Luton Town, Arsenal and Leeds United. No other Second Division team had won the trophy since 1931.

The League record shows an average of three goals a game:

	P.	*W.*	*D.*	*L.*	*F.*	*A.*	*Pts.*
AT DEEPDALE	46	21	13	12	88	62	55
AT SUNDERLAND	46	4	13	29	41	88	21
	92	**25**	**26**	**41**	**129**	**150**	**76**

In F.A. Cup-ties (all away) North End drew one, lost five, goals 7-16. Since being relegated in 1961 our only reward from 10 League matches and one Cup-tie has been four draws—1-1, 1-1 home, 0-0, 0-0 away, this after 4-2, 3-2, 6-2, 3-1, 2-2, 6-0 and 3-0 in the preceding seven matches at Deepdale and only one defeat at Sunderland.

* * *

SUNDERLAND'S LEAGUE RECORD

					Points	
Period	*Division*	*Seasons*	*Best†*	*Worst†*	*Total*	*Average*
1890—1958	1	57	56	32	2,392*	41.9
1958—1964	**2**	**6**	**61**	**36**	**289**	**48.1**
1964—1970	1	6	37	26	206	24.3
1970—1973	**2**	**3**	**50**	**46**	**138**	**46.0**
		72			**3,025**	**42.0**

† in 42 games. * two points deducted.

MANAGER

SUNDERLAND'S inspiration since leaving Blackpool last year to return to his native North-Eastern heath, Bob Stokoe saw the happiest period of his managerial life start with a Wembley F.A. Cup triumph and hopes it will soon be gilded with promotion to his club's traditional sphere.

This is their 73rd League season and 63 of the previous 72 were spent in the First Division.

Bob excelled as a manager at Carlisle after spells at Bury, Charlton and Rochdale. Blackpool were very reluctant to part with him.

A centre forward with Newcastle United in 1950, he made his name at centre half, and was in the Tynesiders' 1955 Cup winning side.

KEEP OFF

Please do not damage the advertisements facing the pitch or obscure them, and KEEP OFF THE GRASS. The playing area must be kept clear of spectators. Needless damage is done when supporters go on to it. THIS MUST CEASE, otherwise well-behaved youngsters as well as offenders may be penalised. You can cheer from the terraces.

PRESTON NORTH END DEVELOPMENT ASSOCIATION gratefully acknowledge the assistance of :

Lancashire Evening Post
Mather Bros (Printers)
Roy Payne,
Walter Pilkington
Ken Wignall

in the compilation of this programme.

CHARLT

SINCE the last Chat we have completed the double over West Bromwich and got a useful point at Fulham last Saturday, so the upward trend is most encouraging. I cannot criticise the players in anyway, as I previously said I would if they needed it.

They are stil lworking very hard, and from the next few games (to-day's included) not only will we be a team to be noticed, but a team to be feared if we get a fair share of points.

The crowd in particular at recent matches has been 100% behind us, and it is always a great encouragement to the lads to think that they are not just going through the motions but to feel that any good work they do is being recognised. The support we have received from Preston supporters has been great for me and great for the players.

Throughout the Club it seems we are doing a lot better than for a long time. The 'A' and 'B' teams at Willow Farm are having their share of success. The Reserve team are also on the upward trend and, in general, the prospects appear to be brighter.

I should like to bring to your notice, our injury list, while we are riding high near the top of the table—Alan Kelly, Mel Holden,

PRESTON NORTH END
FOOTBALL CLUB LIMITED
DEEPDALE, PRESTON PR1 6RU
Telephone: Preston 53818/9

Chairman:	Alan R. W. Jones, F.R.I.C.S., J.P.
Vice-Chairman:	A. Cyril Pilkington, A.I.C.S., F.Inst.F.F.
Directors:	Robert B. Bolton Gerald Brown Thomas H. Gore Edward Griffith, B.V.Sc., M.R.C.V.S. Trevor J. Hemmings Michael Johnson, F.C.A. James Wilde, M.B.E.
Manager:	Bobby Charlton, O.B.E.
Assistant Manager	Jack Crompton
Secretary:	Eric Knight, A.C.A.
Commercial Manager:	Fred Badham
Financial Secretary:	Cecil H. Maymon, F.C.A.
Hon. Medical Officer:	Dr. C. M. Mackenzie
Programme Editor:	Walter Pilkington

Go for Goal — Go for

Garratt Son & Flowerdew Ltd.

INCORPORATED INSURANCE BROKERS

GS&F INCORPORATED INSURANCE BROKERS

Insurance Brokers to
Preston North End Football Club

Head Office: 7 Winckley Square, Preston
Preston 51841/9 Telex 67648

and at Globe Chambers, Edward Street,
Blackpool. Blackpool 21528/9

ON CHAT

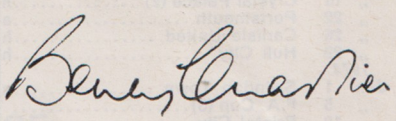
Alan Spavin, John Bird, Alan Lamb and Jim McNab; so when these players again become available we ought to have a successful time. As far as Alan Kelly is concerned, his injury is more serious than at first thought, but I am hoping that it will not be long before it is cleared up and he is once again helping North End.

To-day's match against Sunderland, as I have said, is going to be difficult. They are possibly the star team of the Second Division because of their fine Cup Final win. Everyone wants to do well against Sunderland and it is a great credit to them that they are held in the esteem that they are.

Everyone works hard at their football in the North East; I know because I come from that part of the country, and I am sure that the Sunderland team are no exception.

All credit to Bob Stokoe, Arthur Cox and Peter Doherty. You will remember that Arthur Cox was Preston's coach for approximately two years and Peter Doherty was assistant manager and scout for us.

It was mentioned a couple of weeks ago by Rodney Marsh that the game would not be in existence here in 10 years time. As far as Preston North End are concerned everything I have mentioned regarding everyone at the Club makes this remark seem rather silly. If Rodney Marsh was at Preston he would have a different outlook on the future of football. I say this because all our boys, are enjoying their game, and all the supporters seem to be enjoying watching it. A new lease of life has started at Deepdale, and I hope that it becomes strengthened in the next 10 years. It will not be that the game will go out of existence, but that it will be re-born, particularly in this area.



SPORTS GOODS FOR EVERY SPORT

CRICKET : FOOTBALL : HOCKEY

SCOUT and GUIDE SUPPLIES

Official suppliers
to Preston North End F C

Willie Cunningham Sports Ltd.

47 Church Street, Preston
opposite Grimshaw Street

Telephone 57322

BADMINTON : GOLF : ATHLETICS

Badminton repairs & restrings

President:	N. Buck
Vice-Presidents:	
H. Cartmell	W. Mercer
T. F. Charnley	T. C. Nicholson, J.P., F.I.O.B.
T. Finney, O.B.E., J.P.	W. Shorrock, M.B.E.
A. Harrison, B.E.M.	Dr. A. R. Wood

HONOURS

League: First Division
Champions 1889 1890
Runners-up: 6 times

League: Second Division
Champions
1904 1913 1951
Runners-up: Twice

League: Third Division
Champions 1971

F.A. Cup Winners
1889 1938

F.A. Cup Finalists
1888 1922 1937 1954 1964

War Cup Winners
1941

F.A. Charity Shield Finalists
1938

F.A. Youth Cup Finalists
1960

First Team Record

DIVISION TWO 1973-74

1973	Opponents		Rslt.	Pts	Gate	72-3
Aug. 25	Aston Villa	a	0–2	0	28861	1–1
„ 29	**Bolton W. (LC1)**	a	**1–1**	–	**17101**	–
Sept. 1	Swindon Town	h	1–1	1	12034	1–1
„ 3	**Bolton W. (LC1 replay)**	h	**0–2**	–	**18571**	–
„ 8	Hull City	a	0–1	0	7009	2–6
„ 11	Millwall	h	2–0	2	10325	1–0
„ 15	Bristol City	h	1–1	1	10790	3–3
„ 18	West Bromwich Albion	a	2–0	2	11822	—
„ 22	Nottingham Forest	a	1–1	1	12598	1–0
„ 29	Portsmouth	h	2–1	2	10690	0–5
Oct. 1	West Bromwich Albion	h	3–1	2	15419	—
„ 6	Fulham	a	0–0	1	10520	3–1
„ 13	Sunderland	h				1–3
„ 20	Notts County	a				—
„ 22	Millwall	a				1–4
„ 27	Cardiff City	h				0–0
Nov. 3	Orient	a				2–1
„ 10	Blackpool	h				0–3
„ 17	Oxford United	a				2–0
„ 24	Luton Town (1)	h				2–0
Dec. 1	Middlesbrough	a				0–0
„ 8	Bolton Wanderers	h				—
„ 15	Crystal Palace (2)	h				—
„ 22	Portsmouth	a				1–0
„ 26	Carlisle United	h				1–0
„ 29	Hull City	h				1–0
1974						
Jan. 1	Swindon Town	a				2–3
„ 5	F.A. Cup (3)					—
„ 12	Bristol City	a				1–2
„ 19	Aston Villa	h				0–1
„ 26	F.A. Cup (4)					—
Feb. 2	Crystal Palace	a				—
„ 9	Nottingham Forest	h				2–1
„ 16	Sunderland (5)	a				0–0
„ 23	Fulham	h				0–3
Mar. 2	Carlisle United (LCF)	a				1–6
„ 9	Cardiff City (6)	a				0–3
„ 16	Notts County	h				—
„ 23	Blackpool	a				0–2
„ 30	Orient (SF)	h				0–0
April 6	Luton Town	a				0–1
„ 12	Sheffield Wednesday	h				1–1
„ 13	Oxford United	h				0–1
„ 15	Sheffield Wednesday	a				—
„ 20	Bolton Wanderers	a				—
„ 27	Middlesbrough	h				0–1

First Team Goals : (League Cup) 1-Young.
(League) 12 — Bruce 3, Young 3, Burns 2, Holden 2, Baxter 1, McMahon 1

SECOND TEAM — CENTRAL LEAGUE

1973	Opponents		Rslt.	Pts
Aug. 25	Derby County	h	2–0	2
„ 27	Burnley	h	0–1	0
Sept. 1	Bury	a	2–2	1
„ 8	Liverpool	h	3–2	2
„ 14	Manchester City	a	3–3	1
„ 17	West Bromwich Albion	h	3–0	2
„ 22	Blackpool	h	1–2	0
„ 29	Leeds United	a	0–2	0
Oct. 6	Coventry City	h	1–1	1
„ 13	Sheffield United	a		
„ 20	Bolton Wanderers	h		
„ 27	Newcastle United	a		
Nov. 3	Everton	h		
„ 10	Manchester United	a		
„ 17	Aston Villa	h		
„ 24	Stoke City	a		
„ 27	Sheffield Wednesday	a		
Dec. 1	Huddersfield Town	h		
„ 8	Nottingham Forest	a		
„ 15	Blackburn Rovers	a		
„ 22	Wolverhampton Wanderers	h		
„ 26	Derby County	a		
„ 29	Blackpool	a		
1974				
Jan. 1	Bury	h		
„ 5	Burnley	a		
„ 12	Manchester City	h		
„ 19	Liverpool	a		
„ 26	Sheffield Wednesday	h		
Feb. 2	Leeds United	h		
„ 5	Huddersfield Town	a		
„ 9	Coventry City	a		
„ 16	Sheffield United	h		
„ 23	Wolverhampton Wanderers	a		
Mar. 2	Blackburn Rovers	h		
„ 9	Newcastle United	h		
„ 16	Bolton Wanderers	a		
„ 23	Manchester United	h		
„ 30	Everton	a		
April 6	Stoke City	h		
„ 13	Aston Villa	a		
„ 15	West Bromwich Albion	a		
„ 20	Nottingham Forest	h		

First team appearances (10 League matches)

Hawkins 10	Bruce 9	Lamb 5	Coleman 2
McMahon 10	Stiles 9	Brown 5	Bird 1
Burns 10	Young 9	Spavin 3	Wilson 1
McNab 10	Holden 7	Spark 3	
Baxter S. 9	Kelly 5	Morley 2	

DIVISION TWO 1973-74 (incl. October 6th)

	P.	W.	D.	L.	F.	A.	Pts
Middlesbrough	10	6	3	1	11	6	15
Fulham	10	4	5	1	7	4	13
Nottingham Forest	10	4	4	2	15	7	12
Luton Town	8	5	2	1	19	11	12
Preston North End	10	4	4	2	12	8	12
Bristol City	10	5	2	3	12	10	12
Notts County	10	5	2	3	14	12	12
Aston Villa	10	3	5	2	13	7	11
Sunderland	8	3	4	1	12	7	10
Orient	10	2	6	2	13	11	10
Hull City	10	3	4	3	8	10	10
Bolton Wanderers	8	4	1	3	7	4	9
Sheffield Wednesday	10	4	1	5	14	14	9
Portsmouth	10	3	3	4	13	14	9
Carlisle United	10	4	1	5	11	15	9
Blackpool	10	3	3	4	8	11	9
West Bromwich Albion	10	2	4	4	11	16	8
Cardiff City	8	1	5	2	12	14	7
Millwall	10	3	1	6	11	15	7
Swindon Town	10	2	3	5	6	11	7
Oxford United	10	2	3	5	5	13	7
Crystal Palace	10	0	2	8	8	22	2

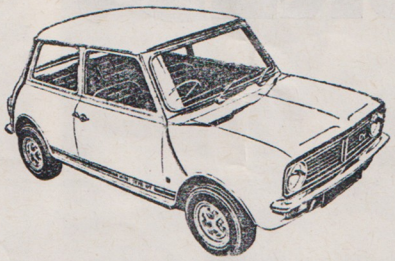
CENTRAL LEAGUE 1973-74 (incl. October 6th)

	P.	W.	D.	L.	F.	A.	Pts
Liverpool	11	7	2	2	21	10	16
Aston Villa	10	4	5	1	11	5	13
Everton	10	5	3	2	17	9	13
Blackpool	10	5	3	2	17	12	13
Manchester United	9	4	4	1	11	6	12
Coventry City	9	4	4	1	12	10	12
Sheffield Wednesday	8	4	3	1	12	4	11
Derby County	9	4	3	2	16	9	11
Wolverhampton Wandrs.	9	4	3	2	12	10	11
Stoke City	9	4	2	3	15	11	10
Manchester City	10	3	4	3	18	15	10
Newcastle United	10	3	4	3	19	16	10
Preston North End	9	3	3	3	15	13	9
Leeds United	11	2	4	5	12	23	8
West Bromwich Albion	10	2	4	4	10	10	8
Blackburn Rovers	9	2	3	4	11	15	7
Sheffield United	9	2	3	4	12	17	7
Burnley	9	3	1	5	9	17	7
Huddersfield Town	10	2	2	6	13	17	6
Bolton Wanderers	10	2	2	6	14	20	6
Nottingham Forest	6	0	3	3	5	12	3
Bury	7	0	1	6	8	29	1

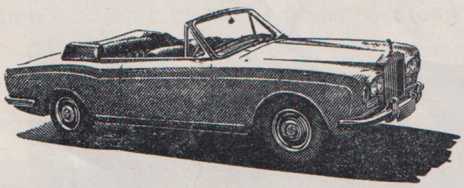
LOXHAMS

CAN SUPPLY ALL YOUR MOTORING REQUIREMENTS

FROM A MINI



TO A ROLLS-ROYCE



DISTRIBUTORS IN LANCASHIRE AND WESTMORLAND
FOR MORRIS - MG - WOLSELEY - TRIUMPH - ROVER
JAGUAR - DAIMLER - BENTLEY AND ROLLS-ROYCE

LOXHAMS GARAGES LTD.
CORPORATION STREET
Phone PRESTON 54242

Also Loxhams depots at Accrington, Barrow, Blackpool, Blackburn, Chorley
Kendal, Lancaster, St. Annes

A member of the Dutton Forshaw Group

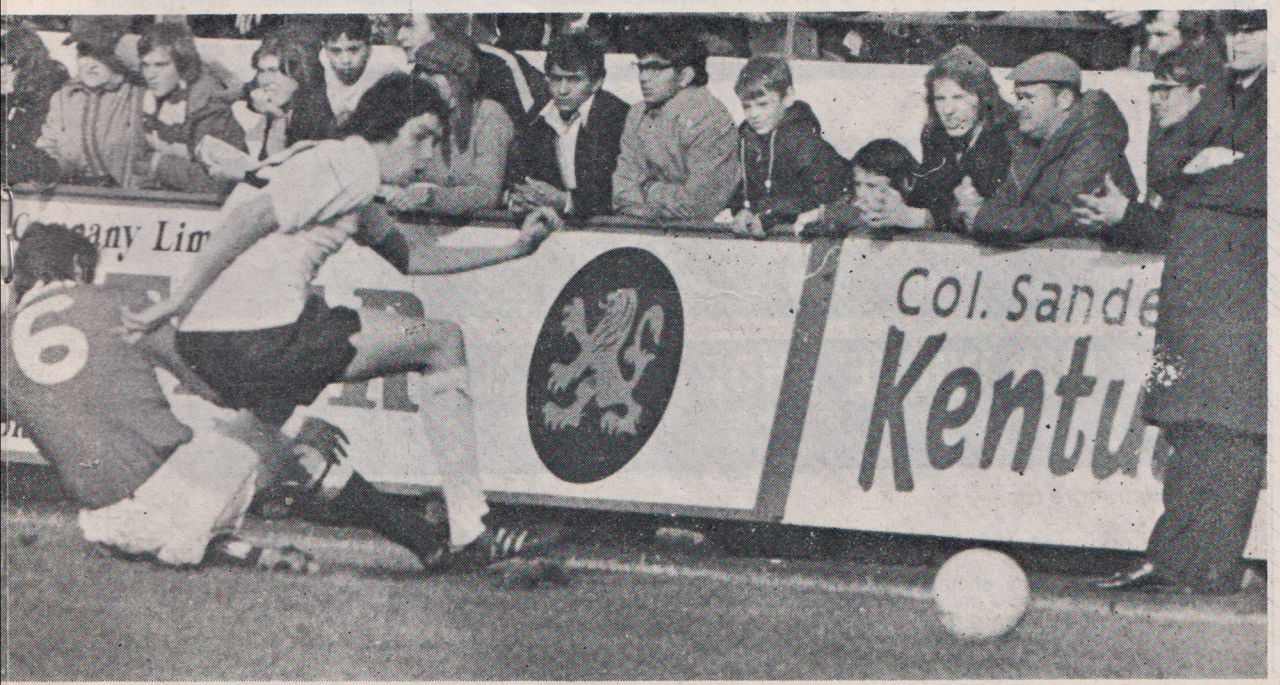
PAYNES PNE PICTURES

left—Bobby Charlton and Jack Crompto
during a training session.

Neil Young and John McMahon who are both back to their best form

ton

Gary Williams in a fine run down the left wing



25 YEARS AGO

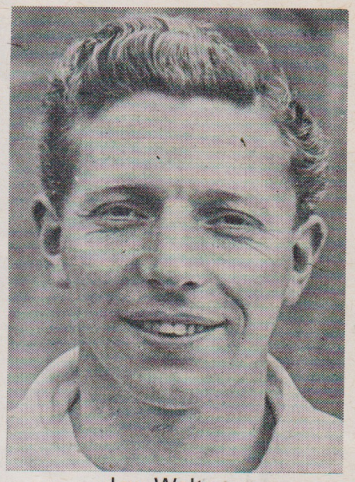
by WALTER PILKINGTON

1948-49 THE MONTH from the salutory and hollow Burnley repeat victory at Deepdale on September 15th—the team's third set-back in succession and not one goal after scoring 16 in five matches—was one of gloom and depression in which optimism was replaced by glum foreboding.

Pessimism took root because the relief of a 3-2 come-back against Chelsea three days after the Burnley flop was not sustained despite the encouragement given by a 32,000 Deepdale crowd. All the next three matches were lost and on October 11th a typical Arsenal raid yielded the reigning Champions an away point from a fifth minute goal-snatch.

The reasons for the brief revival and the subsequent disappointments were interwoven round Tom Finney. He was back in the side against Chelsea hoping, along with everyone else, that the thigh injury which had kept him out of three matches would not re-assert itself.

The immediate outcome was a surge of aggression and three North End goals in 35 minutes. Such were the wonders that Finney worked. His magic could not be expected to stiffen a dubious defence. Sixteen goals had been conceded in eight matches and Chelsea were made a present of two more from penalties converted by Tommy Walker.



Joe Walton

What had been feared might happen, did. The England outside right was not fit enough to play in the next match at Goodison Park or the following week against Blackpool at Deepdale. He recovered sufficiently to share the glory in a 6-2 England win at Belfast, playing at outside left, then was out of the Preston side for two more matches.

Everton were the bottom club and North End six places above them when they met, with long-serving Ted Sagar in goal and Jock Dodds at centre forward. Corbett had gone overboard but "Paddy" Waters, his replacement could not hold Dodds who scored three in a 4-1 win.

Now fourth from the bottom North End next suffered a 3-1 home defeat before 39,000. The Blackpool contingent delighted in seeing Matthews tantalise Scott and tie a fragile defence into a tangle. Derby, at home, scored the only goal on October 9th—a gift from Newlands—and P.N.E. were in real trouble. Ever-present full back Joe Walton missed this one: he was absent getting married.

to be continued

FLASHBACK

TWELVE months ago (October 14th, 1972) Swindon Town with a hard-earned 3-2 home win ended a North End success sequence of eight League matches for 13 points after four for one point.

Fans will hope that the coincidence of this season's seven games without defeat for 11 points after three for one point is extended to eight instead of turning out to be an ill-omen.

The threads were picked up again the following week with a home win, but the team's form subsequently was erratic if not unprofitable. North End's regular line-up about that time was Kelly, McMahon, McNab, Bird, Hawkins, Spavin, Wilson, Spark, Young and Heppolette.

Scorers of the 12 goals in 13 matches were Wilson, Tarbuck and Young, all four each.

THE 'LILY WHITE' SHOP FOR YOUR P.N.E. SOUVENIRS

- SCARVES
- SOUVENIRS
- TIES
- CAR STICKERS
- BADGES
- PENNANTS
- CAPS
- PROGRAMMES

and much more too—

They're all in stock at the **SOUVENIR SHOP** situated at the front of the West Stand

and is open for sales on match days from 1 hour prior to the Kick off and after the match on First Team match days only.

SOUVENIR SHOP also on week-days at the Pools Office, Deepdale Road 9.0 a.m. to 5.0 p.m.

OUR DIVISION

A CONTINUED goal scarcity in Division Two also reflects the tension shown by only six points between the 2nd and 21st clubs after 10 matches by all but four teams. It is hardly surprising that the lead already has changed hands five times.

Middlesbrough follow Bristol City, Aston Villa, Fulham and Nottingham Forest, but for how long? Crystal Palace, goalless away, are still without a win, and out of the League Cup (beaten this week at Stockport).

The goals total from 106 matches is only 242 (average per game, 2.28). Not surprising considering that a typical Saturday sample was seven noughts and 10 singles in the October 6th results. Villa's five shone like a star.

Even so it pays certain dividends: Fulham have scored seven goals, gained 13 points, Bolton seven for nine.

MOST	**wins 6** Middlesbro'	**defeats 8** C. Palace	**goals for 19** Luton Town	**against 22** C. Palace
FEWEST	**wins 0** C. Palace	**defeats 1** Middlesbro' Fulham Luton Town	**goals for 5** Oxford Utd.	**against 4** Fulham Bolton W.

PROGRESS CHART

Positions on —	September					Oct.
	1	8	15	22	29	6
Fulham	1	7	9	4	4	2
Aston Villa	2	1	1	2	8	8
West Bromwich Alb.	3	8	14	15	15	17
Oxford United	4	16	21	20	20	21
Bristol City	5	9	4	1	2	6
Sunderland	6	5	3	10	11	9
Swindon Town	7	2	12	18	19	20
Nottingham Forest	8	4	7	3	6	3
Luton Town	9	6	10	7	3	4
Bolton Wanderers	10	3	2	8	5	12
Cardiff City	11	13	6	9	12	18
Notts County	12	17	13	14	10	7
Middlesbrough	13	10	5	5	1	1
Blackpool	14	12	15	13	17	16
Orient	15	11	8	6	7	10
Portsmouth	16	20	19	16	21	14
Millwall	17	19	18	12	14	19
Preston North End	18	21	16	11	9	5
Sheffield Wed.	19	18	11	17	13	13
Carlisle United	20	15	20	19	16	15
Hull City	21	14	17	21	18	11
Crystal Palace	22	22	22	22	22	22

The Striker that always Scores—

when you get

LUMBAGO, NEURITIS, SCIATICA, FIBROSITIS, NEURALGIA,
STIFF JOINTS, MUSCULAR ACHES AND PAINS

fieryjack

Make sure you see the match next week by using Fieryjack Ointment available from chemists everywhere at **22p** a tin.

5p *Preston North End Development Association* **5p**

FOR THE BEST 6 - JOIN US

ALL DETAILS PHONE PRESTON 56500 or 50894

1. FREE MEMBERSHIP TO SUPPORTERS CLUB
2. 10% BONUS ON ALL WINNING TICKETS OVER £2
3. 10% COMMISSION ON ALL SALES
4. COMPLIMENTARY TICKETS
5. REBATE ON SEASON TICKETS
6. PONTINENTAL HOLIDAYS

We Deliver and Collect Weekly

I want to be a P.N.E. Agent
(I am over 16 years of age)

NAME

ADDRESS

Tickets Required (Sale or Return Basis)
Hand in to P.N.E. office or development office

REDIFFUSION LTD. supply the public address system at Deepdale.

SNAP SHOTS

AMONG North End's recent guests was Denis Neville, ex-manager of the Dutch F.A. Evidently he was much interested in what was going on in his near vicinity, for he asked in a letter expressing his pleasure with his visit whether we would be interested in this team:

Crompton, Armfield, Furphy, Adamson, Stokoe, Potts, Finney, O'Farrell, Charlton, McKay, Cavanagh,

and commented "They were all present and, if in their prime as former players, would be worth quite something at to-day's astronomical prices!"

* * *

ADDING our congratulations to Jack Charlton on being named Football League "Manager of the Month" (September) so soon after launching Middlesbrough on a promotion bid, may we express the hope that his brother Bobby will qualify for the next award by his contribution to North End's transformation since last season?

Such an event would have a story-book touch; even more so would be the achievement of two brothers steering their clubs to promotion in their first season of management on completing distinguished careers as players of England and First Division eminence.

It is not beyond the range of possibility, and in each case promotion for their new clubs would not come out of turn, considering that North End and Middlesbrough have spent 46 and 37 seasons respectively in the First Division.

Borough have been out of it since 1954, Preston since 1961, and both had one season in Division Three.

SUNDERLAND QUIZ

1—SUNDERLAND for years was a noted graveyard for North End hopes; why?
2—WHAT happened subsequently?
3—WHAT was Sunderland's original title?
4—WHICH record gives them especial pride?

QUIZ ANSWERS

1—NORTH END did not win any of 29 League and nine other matches there from 1899 until 1938.
2—FOUR successive Preston wins and eight draws in 13 League matches.
3—SUNDERLAND and District Teachers' A.F.C., on the club's formation in 1879.
4—THAT of a record 57 consecutive First Division seasons from 1890 to 1958.

Col. Sanders' Recipe

Kentucky Fried Chicken

WILL YOU BE 'KENTUCKY LUCKY' ?

Two lucky winning numbers will be announced on the loud speakers at half time (four at Cup Games). The lucky programme holders will each receive a voucher for a Party Barrel containing 22 pieces of finger licken' good chicken.

Winners should collect vouchers from the Secretary's Office, immediately after the 'final whistle'. Vouchers can be redeemed at any Kentucky Fried Chicken store in Great Britain.

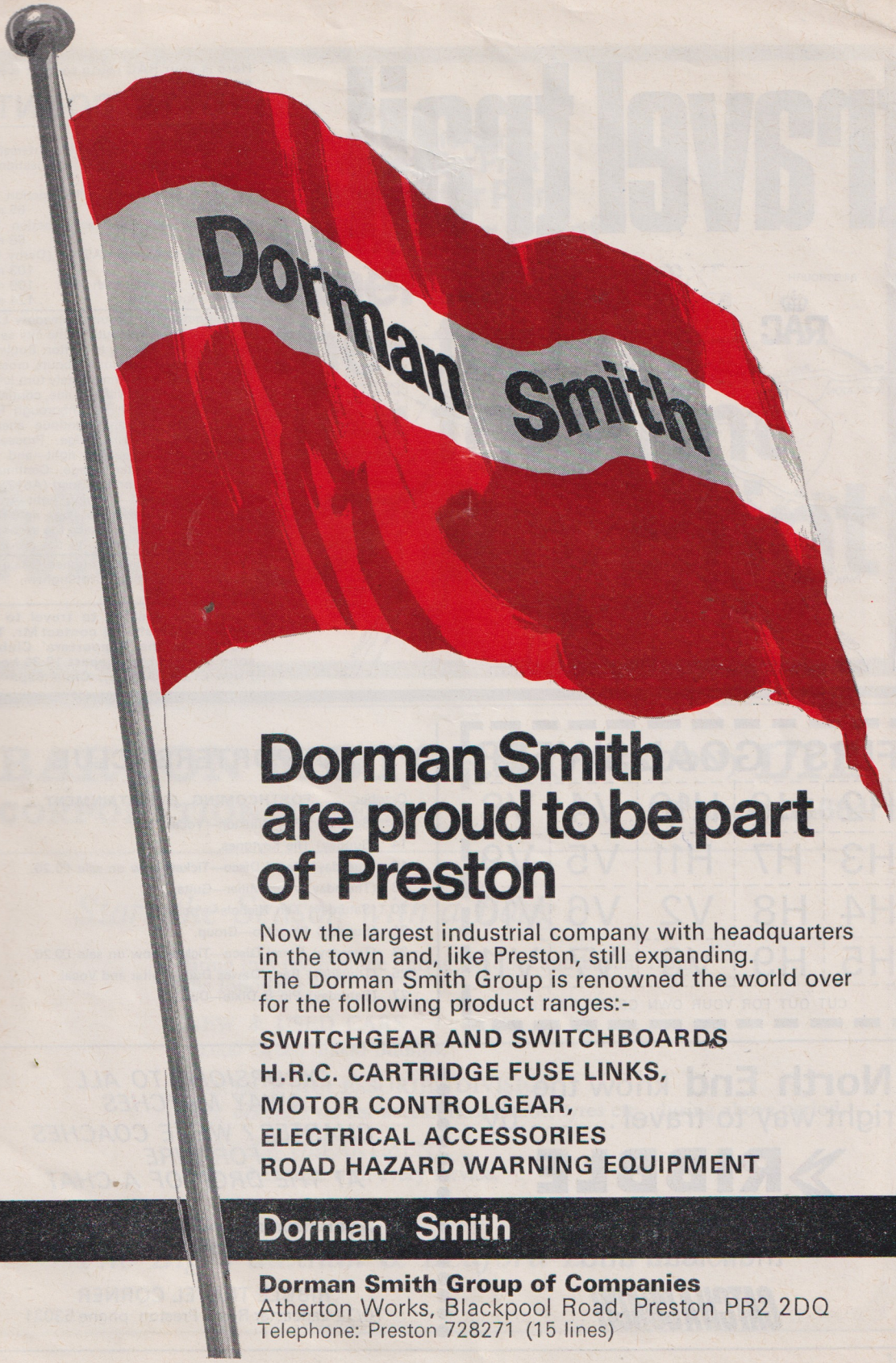
LUCKY NUMBER

or right here in Preston at . . .

92 FISHERGATE REGD MARK

Telephone 54574

№ 4138



Dorman Smith are proud to be part of Preston

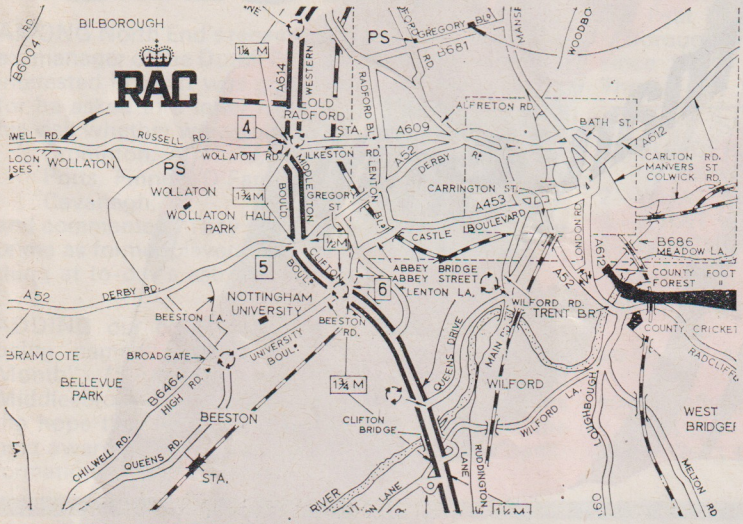
Now the largest industrial company with headquarters in the town and, like Preston, still expanding.
The Dorman Smith Group is renowned the world over for the following product ranges:-

SWITCHGEAR AND SWITCHBOARDS
H.R.C. CARTRIDGE FUSE LINKS,
MOTOR CONTROLGEAR,
ELECTRICAL ACCESSORIES
ROAD HAZARD WARNING EQUIPMENT

Dorman Smith

Dorman Smith Group of Companies
Atherton Works, Blackpool Road, Preston PR2 2DQ
Telephone: Preston 728271 (15 lines)

travel trail



Here is your RAC route to next week's away game at

NOTTS COUNTY

PRESTON

Join M6 at most convenient intersection (Note: mileages start at intersection 31, Samlesbury).

M6 south to intersection 15 junction with A5006 — 65 miles

A5006 to Stoke-on-Trent junction with A50 — 68 miles

A50/A516 to junction A5111 (Derby Ring Road) — 103 miles

A5111 to junction with A52 — 109 miles

A52 to Nottingham — 124 miles

Notts County F.C. ground (Meadow Lane) is situated 1½ miles south of the city centre. Turn right off A52 on to Clifton Boulevard (A614), through two roundabouts, cross the Clifton Bridge then immediately turn left off the Boulevard into Wilford Lane, continuing to the junction with Loughborough Road (A60). Turn left and continue ahead—keeping left—to Trent Bridge. Proceed to Arkwright Street-keeping right—and turn right at the Blue Star Garage. Continue to the junction with London Road (A612) and turn left. Proceed—keeping right—to the second set of traffic lights. Turn right on to Cattle Market Road and take the second on the right—County Road—to the ground.

RAC North Midlands Counties Office: 21 Gregory Boulevard, Nottingham. Tel: Nottingham 6331.

Supporters wishing to travel to the above match should contact Mr. Tom Moorby in the Supporters' Club as soon as possible. Depart 10.30 hours. Price £1.05 (Adults), Child 63p.

FIRST GOAL SWEEP

H2	H6	H10	V4	V8
H3	H7	H11	V5	V9
H4	H8	V2	V6	V10
H5	H9	V3	V7	V11

CUT OUT FOR YOUR OWN GROUP SWEEP

SUPPORTERS' CLUB

October **FORTHCOMING ENTERTAINMENT**

13 (Saturday) Roy Winston—Vocal.
14 (Sunday) The Keytones.
16 (Tuesday) Darrel Disco—Tickets now on sale £0.20.
18 (Thursday) Alex Miller—Guitar.
20 (Saturday) Ken Nichols—Vocalist.
21 (Sunday) Pinochio—Group.
23 (Tuesday) Darrel Disco—Tickets now on sale £0.20.
25 (Thursday) Barry Davies Duo—Guitar and Vocal.
27 (Saturday) Pip & Dixie—Duo.

North End know the right way to travel . . . . . by

RIBBLE

Associated with the National Bus Company

why not follow their lead and

CATCH A COACH

EXCURSIONS TO ALL AWAY MATCHES

CHARTER? WE'VE COACHES FOR HIRE AT THE DROP OF A CHAT

If you have a travel problem come to the people who know how to solve it . . .

RIBBLE TRAVEL CORNER
70/72 Lancaster Road, Preston phone 53021

Mather for Print
Mather for Print
Mather for Print
Mather for Print
Mather for Print
Mather for Print
Mather for Print
Mather for Print

BARTON MOTORS (PRESTON) LTD

CORPORATION STREET **Phone 54664**

Start the Season with a Bang!

Bring this programme during October and benefit from the following:-

NEW & USED CARS
20,000 Green Shield Stamps.

PARTS & ACCESSORIES DIVISION
15% discount on car accessories, radios, tyres etc., during above period.

SERVICE DEPARTMENT
Free oil change with every service.

The Big Vauxhall & Bedford Distributors

League Division II - Deepdale - OCTOBER 13th, 1973

PRESTON NORTH END Shirts - White		SUNDERLAND Shirts - Red & White Stripes
John BROWN	1	Jimmy MONTGOMERY
John McMAHON	2	Dick MALONE
Jim McNAB	3	Ron GUTHRIE
Stuart BAXTER	4	Micky HORSWILL
Graham HAWKINS	5	Dave WATSON
Nobby STILES	6	David YOUNG
Alex SPARK	7	Bobby KERR
Alec BRUCE	8	Billy HUGHES
Gordon COLEMAN	9	Vic HALOM
Francis BURNS	10	Ian PORTERFIELD
Neil YOUNG	11	Dennis TUEART
Gary WILLIAMS	12	John LATHAN

REFEREE

TERRY BOSI (Wolverhampton)

First appearance at Deepdale. Four years a linesman when promoted to full League status as a referee in 1971. A sales representative and an all-round sportsman.

LANCASHIRE EVENING FOOTBALL POST

LINESMEN

Red Flag—
J. BRADSHAW (Winsford)

Yellow Flag—
A. FERGUSON (Salford)

TODAY'S MATCH BALL DONOR—
JIMMY HINDLE TURF ACCOUNTANT

SCORE BOARD

A	Bolton Wdrs. Aston Villa	E	Millwall Bristol City	J	Sheffield W. Portsmouth	N	Manchester U. Derby County
B	Cardiff City Blackpool	F	Notts County Fulham	K	West Brom. A. Carlisle Utd.	O	Newcastle U Manchester C.
C	Luton Town Swindon Town	G	Orient Nottingham F.	L	Burnley Queen's P. R.	P	Southampton Liverpool
D	Middlesbrough Hull City	H	Oxford United Crystal Palace	M	Everton West Ham. Utd.	Q	Sheff. Utd. Res. North End Res.

DEEPDALE DIARY

Tuesday, October 16th — HUBERT W. HUNT CUP FINAL — Kick off 7.30 p.m.

LEYLAND ATHLETIC v. HESKIN

(J. F. Thurman Trophy presented to Runners-up)

South Pavilion Stand 30p. Pavilion Paddock 20p. (*all other sections of the ground will be closed*)

Saturday, October 20th, 1973 — CENTRAL LEAGUE — Kick off 3.00 p.m.

Preston North End Reserves v. Bolton Wanderers Reserves

Printed by Mather Bros (Printers) Ltd Preston and London